

Pregnancy Test - A Thin Blue Line The History of the Pregnancy Test

Introduction Am I pregnant?

The answer to this age-old question once demanded a combination of guesswork, intuition, and time. In 1978, however, the long wait to know for sure became a thing of the past. Trumpeted by advertisements as “a private little revolution,” the first home pregnancy tests started appearing on drug store shelves that year. A quarter of a century later, innovations promise to make even the telltale thin blue line obsolete. This web site looks at the history of the home pregnancy test—one of the most ubiquitous home healthcare products in America—and examines its place in our culture.

The home pregnancy test works by identifying the presence of the “pregnancy hormone,” human chorionic gonadotropin (hCG), in urine. Research that led to a sensitive, accurate test for hCG was done by scientists in the Reproductive Research Branch of the National Institute of Child Health and Human Development at NIH.



“Am I pregnant?”

Introducing Answer
The at-home pregnancy test you can use with confidence

Answer is a highly accurate pregnancy test. In studies supervised by doctors, it was demonstrated that women can perform the test accurately 96% of the time. Millions of women around the world have used home pregnancy tests like Answer. It's the same kind of test medical laboratories use now. You don't need a doctor's office to use it, and you can decide if it's right for you. You can feel confident testing with Answer.

You can get highly reliable results with Answer as soon as nine days after you expect your period. If you are pregnant, the hormone Answer detects is normally present in your urine that early.

With Answer, you take nothing on yourself. Everything contained to test your urine is in the kit. The instructions are written clearly, and there are step-by-step illustrations to guide you and help you interpret the results. You won't feel nervous when you test with Answer.

Answer
The At-Home Early Pregnancy Test Kit
New! Inexpensive! Accurate!

Advertisement for Answer Ladies' Home Journal, December 1978.